

Communications practices for livestock genetics for Africa

Susan MacMillan

'Genetics for Africa—Strategies and Opportunities' project
and the International Livestock Research Institute (ILRI)

Nairobi, 18–19 January 2017



ILRI
INTERNATIONAL
LIVESTOCK RESEARCH
INSTITUTE



Build bridges

Listen to people's concerns
(they have a right to be worried)

Build trust

Share your values

(information is helpful, trust, decisive)

Build vision

Build a big vision
(it's a big continent)

THE BASICS

Map your boundary partners

Determine partners that can
most hurt and help you

Strategize if, how, when to engage them

Revise this map continually

Communicate, communicate, communicate

THE CHECKLIST

Develop different communication formats to emphasize different things and to suit different audiences

THE CHECKLIST

Say the same thing over
and over and over again

(you're establishing a consistent record)

THE CHECKLIST

Keep your audience focused
on the size of the problem
your research is addressing

THE CHECKLIST

Let people know your research
is fully ‘open access’—

that your work and data and results
are accessible to all

THE CHECKLIST

Eradicate jargon

THE CHECKLIST

Marry facts and figures
with
stories and anecdotes

THE CHECKLIST

Establish trust—that your values are aligned with those of your audience

Only once trust has been established, people will absorb your information

THE CHECKLIST

Establish that safety is your
#1, 2 and 3 priorities—

and that you have (many) means
to ensure it

THE CHECKLIST

Emphasize that this is
a (profoundly) international project

THE CHECKLIST

Emphasize that this is a
(very) long-term endeavour

THE TEN COMMANDMENTS

Tell the truth

THE TEN COMMANDMENTS

Paint a picture

THE TEN COMMANDMENTS

Keep it simple

(but no simpler than it needs to be)

THE TEN COMMANDMENTS

Make it dramatic

(but no more dramatic than it really is)

THE TEN COMMANDMENTS

Be real

THE TEN COMMANDMENTS

Be accessible

THE TEN COMMANDMENTS

Be vulnerable

THE TEN COMMANDMENTS

Speak from the heart

THE TEN COMMANDMENTS

Make it personal

THE TEN COMMANDMENTS

Make it new

NOTE BENE

A scientifically educated citizenry—
and a concerned, communicative scientific
community engaging citizens—
are the price tags for our collective survival

ILRI communications resources

Opinions

https://www.pinterest.com/susan_macmillan/livestockopinions/

News

<https://news.ilri.org/> | <https://clippings.ilri.org/>

Slides

<https://www.pinterest.com/ilri/ilri-slide-presentations-by-jimmy-smith/>
<https://www.pinterest.com/ilri/ilri-slide-presentations-selection-by-staff/>

Images

<https://www.flickr.com/photos/ilri/>

Videos

<https://www.youtube.com/user/ILRIFILM>

Email

s.macmillan@cgiar.org

better lives through livestock

ilri.org

ILRI thanks all donors and organizations who globally supported its work through their contributions to the **CGIAR system**

Patron: Professor Peter C Doherty AC, FAA, FRS

Animal scientist, Nobel Prize Laureate for Physiology or Medicine—1996

Box 30709, Nairobi 00100 Kenya
Phone +254 20 422 3000
Fax +254 20 422 3001
Email ilri-kenya@cgiar.org

ilri.org
better lives through livestock
ILRI is a CGIAR research centre

Box 5689, Addis Ababa, Ethiopia
Phone +251 11 617 2000
Fax +251 11 667 6923
Email ilri-ethiopia@cgiar.org

ILRI has offices in East Africa • South Asia • Southeast and East Asia • Southern Africa • West Africa



This presentation is licensed for use under the Creative Commons Attribution 4.0 International Licence.